

ABSTRACT OF THE DISCLOSURE

A technology platform that receives, organizes, aggregates, markets and distributes broadcast-standard (e.g., MPEG 2, MPEG 3, MPEG 4), high quality video footage (e.g., news clips) to the broadcast journalist industry. The platform includes a web site that presents an online archive and allows users, such as broadcast journalists, from around the world to find and download broadcast-standard video clips to use in their news and feature programs. The platform also manages and provides access to web-quality video, audio clips, high-resolution graphics, and textual news articles.